

Points

LOTTERY RETAILER NEWSLETTER January 2020 Vol. 20, No. 7

sceducationlottery.com



Selling Points is published monthly by SCEL. Every effort is made to ensure the information presented is accurate. Due to print lead times and delivery, certain information may not be the finalized product or version. For questions about this publication, call 803-737-4419.

18+

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.



P.O. BOX 11949 • COLUMBIA, SC • 29211-1949

Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCCEL POINT OF SALE. This information is included in the piece called “Odds of Our Games.”

Display the Top Prizes Remaining Report: Every morning when you sign on, your terminal will generate a “Top Prizes Remaining” report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Instant game fact sheets with odds and prize information are always available for players. MSRs attach this information to a ring on the play station. Encourage players to read the information, but discourage them from removing this resource.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

Contact Information

Ticket Orders: 1-866-737-7235 (Option 1)

Stolen/Missing Tickets: 1-866-269-5668

IGT Help Desk: 1-844-458-8535

Customer Information: 1-866-736-9819

Winning Numbers Line: 1-803-734-4966 (IWON)

Licensing Information: 1-866-737-7235 (Option 4)

Gambling Addiction Services: 1-877-452-5155

For more information, visit us online at:

www.sceducationlottery.com

Please Play Responsibly!

www.PlayResponsiblySC.com



Pictured (top to bottom) Joyce Wilson of Anderson, Donna Burke of West Columbia, Cynthia Crunkleton on Hartsville, Frankie Little of Columbia and Edna Wright of Conway.

Who will be the “First Powerball® Millionaire of the Year?” Find out LIVE on Dick Clark’s New Year’s Rockin’ Eve on ABC!

Don’t turn off your TV after the ball drops on New Year’s Eve. Tune in to find out who will be the “First Powerball® Millionaire of the Year.”

The \$1 MILLION winner will be announced LIVE on Dick Clark’s New Year’s Rockin’ Eve broadcast on ABC!

And, it could be someone you know.

Five South Carolina Education Lottery Powerball® players will be joining winners from other participating Powerball® states in Times Square vying for the \$1 million prize. The SC trip winners were selected in a second-chance drawing held in October.

The Lottery caught up with the excited winners shortly after finding out they would be ringing in the New Year in New York City.

Donna Burke of West Columbia told lottery officials she’s packing her goose downs and boots for the trip home to New York, where she

grew up. Edna Wright of Conway was just in Times Square on a trip visiting family and says she had a feeling she was going to be returning soon.

Joyce Wilson of Anderson, Frankie Little of Columbia, and Cynthia Crunkleton of Hartsville will all be visiting the Big Apple for the first time. They are looking forward to seeing the Statue of Liberty, watching the Radio City Rockettes perform, and sampling the local cuisine while in New York.

Be sure to tune to ABC just after midnight on January 1 to cheer them on and find out who will start 2020 a millionaire!

And thank you for supporting the Dick Clark’s New Year’s Rockin’ Eve Second-Chance Promotion in your store. We have more exciting promotions planned, so stay tuned!

Have a Happy New Year!

Resolve to Properly Complete Credit Requests

By Julie Huffman, Beneficiary Communications Coordinator

As the Lottery enters its 18th year on January 7, it’s time to refocus. Start 2020 off on the right foot by taking the proper steps to request and receive credit.

4 Steps to Request Credit

1. When an incident occurs and you need to request credit, print out the transaction history found under “Services” on the lottery terminal.
2. Call IGT at 1-844-458-8535 to get a case number.
3. Fill out a Credit Request Form available in the Retailer Zone at sceducationlottery.com or ask your MSR for copies.
4. Mail the completed Credit Request Form, along with the defective ticket, and transaction history to the address on the Credit Request Form.

The above steps **MUST** be completed within 30 days of an incident occurring to receive credit.

Why would my credit request be denied?

- It was not submitted within 30 days of the occurrence.
- It did not include the defective ticket and/or the reprinted ticket as stated on the Credit Request Form.
- The ticket did not contain enough information to research and a transaction history identifying the amount of the transaction in question was not included.
- The original ticket was legible or was the result of a clerk or player error/mistake (be sure to collect money when prompted before concluding the transaction).

The Lottery wishes you a safe and profitable 2020.

- Finance’s Nicolas Saikaly and MSR Mike Soper contributed to this article.

Here’s a Sneak Peak at Next Month’s Newsletter:



Towne Centre Market

By Godwin Rodgers, Coastal MSR

Towne Centre Market on Highway 17 in **Mount Pleasant** has been an exceptional South Carolina Education Lottery retailer for years now. Store owner Wayne Moseley has hard working, dedicated employees working with him. His staff is always nice and helpful to customers making their lottery purchases.

Ed Crawford (pictured) is the store manager. He works long hours in the store. He always has his lottery tickets pulled when games end and ready to return to the Lottery. Crawford also does a fantastic job keeping the store's instant ticket dispensers filled and ready to sell tickets to customers looking to take a chance to win big.

Towne Centre Market's Powerball® sales have been on the rise. The location makes certain its jackpot signs are updated so customers know the correct advertised amounts. In the year ahead, staff looks to build on what are already great results.



New Games

Scheduled to launch Tuesday, January 7:



Scheduled to launch Tuesday, January 28:



Launch dates and tickets are subject to change.
Artwork shown is not necessarily representative of final product.

TICKET Alerts

LAST DAY TO SELL

Wed., January 8: Neon 1s (#1093), Money Mania (#1107), EZ \$50s (#1124) & 777 (#1142)

Wed., January 29: Wonder Buck\$ (#1135) & Color Me Rich (#1143)

LAST DAY TO RETURN

Fri., January 10: Fast Cash Fever (#1117) & Bingo (#1078)

Fri., January 17: Platinum Doubler (#1095)

Fri., January 24: Money Bags (#1125)

LAST DAY TO REDEEM

Tues., January 7: 7 11 21 (#1066), \$\$\$ (#1085), Triple Winning 7s (#1087), Towering 10s (#1088), Big \$1 Ticket (#1105), Bonus Cash (#1108) & Win Win Win (#1118)

Tues., January 14: Mega Money (#1106) & Money Plus\$ (#1121)

Tues., January 21: Bankroll Tripler (#1101)

Tues., January 28: Double Pay Day (#1062)

- Dates Current as of 11/22/2019.

HOLIDAY CLOSING: Wed., January 1, 2020 - SCEL and UPS will both be closed on New Year's Day. Tickets ordered on Tues., Dec. 31 will be delivered on Thurs., Jan. 2.